ABBYY EMBRACES THE FUTURE OF CAPTURE

SAN DIEGO – There was a lot of talk about the future of capture at the **ABBYY USA** Technology Summit held this week at the Hilton Resort and Spa on Mission Beach. Harvey Spencer, one of the keynote speakers, presented his vision for Capture 2.0. Pam Doyle, Director, **Fujitsu Computer products of America** and Chair of the TWAIN Working Group, also shared her vision for the next generation of capture. Finally, ABBYY executives discussed the evolution of their company and products to better address evolving market needs.

A crowd of approximately 100 people met over three days for an agenda that included strong keynotes, product and partner program briefings, case study presentations, and more. This year, ABBYY combined its SDK and application product events, so the attendees represented a cross section of customers and partners, including ISVs, hardware manufacturers, systems integrators, VARs, and end users.

In addition to providing updates and discussion on their current SDK and data capture product lines, ABBYY offered a preview of its next-generation linguistics technology, which was first introduced to us this spring at AIIM 2014 [*see DIR 4/25/14*]. "Our capture business continues to grow, but for ABBYY to continue to expand we need to look into different areas," said Dean Tang, CEO of ABBYY USA, during his opening talk. "At this event, we are going to demonstrate some of our advanced technology that will bring ABBYY's information and data capture into a new space."

Perceptive Begins Integration of ReadSoft

Perceptive Software has begun the process integrating **ReadSoft**. From a financial standpoint, **Lexmark** has considered the acquisition complete since Aug. 19, when it completed share purchases from ReadSoft's founders that gave Lexmark more than 50% of ReadSoft's voting shares. From a logistical standpoint, it was on Oct. 23 when ReadSoft made the announcement that is was officially part of Lexmark.

"We're still pretty early on in the integration process," said Ailie Kofoid, director of back office solutions at Perceptive, the division of Lexmark in which ReadSoft is being positioned. "Both companies are getting to know each other. It's your typical integration activity.

"Per Akerberg (CEO of ReadSoft) is currently reporting to Scott Coons (president and CEO of Perceptive). The final management and sales structures haven't been determined. Right now, we are focused on driving revenue for the quarter and continuing to do business successfully. We are still working to understand all the similarities within the two organizations and how we can best take advantage of them."

After a bidding war with **Hyland Software**, Lexmark ended up paying approximately the equivalent of $255M US dollars [*see DIR 8/22/14*] for ReadSoft, an ISV which specializes in document capture. The deal was a buyout of shares traded in Swedish Krona—ReadSoft is based in Helsingborg. One reason the acquisition was so attractive to Lexmark is that it enabled the printer and MFP manufacturer to invest money earned outside the U.S. without having to repatriate it, which can incur a hefty tax.

From a strategic standpoint, ReadSoft gives Perceptive a stronger European presence. "Seventy percent of ReadSoft's business is in Europe—primarily the Nordic region [24% in 2013] and western Europe [46%]," said Kofoid. "Perceptive's business is closer to 70% in North America. This acquisition really opens up the world for us."

From a product standpoint, Kofoid discussed how ReadSoft will complement Perceptive's current Intelligent Capture offering, which is powered by the Brainware technology Lexmark acquired in 2012 [*see* *DIR* 3/23/12]. "When you combine Intelligent Capture with the strong workflow component in our Perceptive Content suite, it creates strong functionality for integrating with ERP systems and automating A/P processes," she said. "This is similar to what ReadSoft achieves with its workflow, but ReadSoft's workflow, its Process Director (for **SAP**) and ProcessIT (for **Oracle**), runs inside ERP systems. It's targeted at customers who want their workflow embedded in their ERP.

"Perceptive's technology is more for organizations that want external workflow. We now have the option to offer both."

Kofoid noted that there are organizations already using a combination of Perceptive Intelligent Capture with ReadSoft's internal ERP workflow. "**Siemens** is happy to be used as a reference for this combination," she said. "The Brainware technology's real strength is in its line-item parsing and data capture. It excels at being able to achieve high levels of extraction without utilizing templates. When there are exceptions that cannot be posted in a straight-through process, however, Siemens likes the look and feel of managing their workflows within SAP through Process Director."

Kofoid noted that ReadSoft also gives Perceptive some new avenues into the mid-market. "ReadSoft has developed channel relationships in both North America and Europe, specific to A/P, that involve integration with mid-market ERP systems," she noted.

ReadSoft's ISV partners include **Altec**, **ACOM**, and **CSSI**— each of which has showcased ReadSoft's technology at the annual **Microsoft** Dynamics ERP event [*see* *DIR* 4/12/13]. These ISVs, who develop their own document management and workflow, make ReadSoft's capture available to their resellers.

ReadSoft also has a cloud version (hosted in Windows Azure) of its invoice processing software targeting the mid-market. "It's an exciting product, and we'll have to see how it blends with our Perceptive Evolution [a hybrid cloud platform announced earlier this year, see *DIR* 4/12/14] as it comes out," said Kofoid. "In addition, ReadSoft has an e-invoicing platform we are excited about. They have done a great job so far with ReadSoft Reach [an integrated e-invoicing and capture platform, see *DIR* 5/30/14], and we share their vision for the potential in that space."

Perceptive is also looking at ReadSoft's XBOUND high-volume, multi-channel capture platform. "We are eyeball deep in integration and technology conversations," said Kofoid. "We are looking at, and discussing, product offerings from both companies and XBOUND is one of those. It's a great offering for BPOs and shared services centers. We have to see how it can fit with our suite, and we are also

considering how Intelligent Capture can complement it."

Kofoid, who has been with Perceptive for more than 10 years, is excited to be involved with the growth of the ISV's capture and ECM business. "A lot of our recent growth has been fueled by strong acquisitions," she said. "I think ReadSoft is very complementary to Perceptive's business.

"ReadSoft has a lot of strength in the SAP and Oracle markets and deep domain expertise from having gone to market with financial process automation. Perceptive has an ECM component that ReadSoft doesn't have. Our ability to offer best-in-class intelligent processing and an ECM platform sets us apart from our competition. When you add in the ability to leverage other products in our portfolio like search and rich media management, it's very easy to see how one-plus-one can equal three."

Explaining ReadSoft's strong Q3 margins

Lexmark recently reported its third quarter 2014 results, with Perceptive accounting for $86M in revenue—$16M of which came from ReadSoft. This was revenue generated after Aug. 19, the date when the majority of ReadSoft's voting shares were acquired. Perceptive also reported operating income of $8M for the quarter, $5M of which came from ReadSoft. In other words, Perceptive without ReadSoft had margins of just 3.8%, but Perceptive with ReadSoft had margins of 8.8%—with ReadSoft, which through the first half of the year had operated at about a break-even rate, contributing 30% margins to Perceptive's Q3 totals.

Although Perceptive certainly expects ReadSoft to contribute positively to its margins going forward, Gary Stromquist, VP and Interim CFO for Lexmark, noted that the Q3 numbers are skewed by the timing of the acquisition. "It coincided with the most profitable portion of ReadSoft's quarter," he said in a conference call.

Added Paul Rooke, Chariman and CEO of Lexmark, "On August 19, we had controlling interest in the company. So, from that point forward to the end of the quarter is when we reported the revenue and the earnings. If you look at the profitability of ReadSoft for the three months of the third quarter, the portion that we owned was more profitable than kind of an average from a margin standpoint." (Quotes are from a Seeking Alpha transcript of the analyst call.)

Although the ReadSoft Q3 profitability was an anomaly, Rooke said he expects to see Perceptive's margins increasing consistently going forward. "We expect continued growth and margin expansion in

Perceptive Software—as we have strengthened our solutions offerings. Also, we will be factoring in a full year of the cost and expense reductions taken in the second half of 2014 and optimized maintenance pricing and execution related to the expected cost synergies with the integration of ReadSoft."

For more information: http://bit.ly/LexmarkQuarterlyEarnings

IDT: VAR Bullish on ECM Cloud Adoption

Integrated Document Technologies (**IDT**) is bullish on the cloud. Of course, that is nothing new, as the Chicago-area VAR has been embracing cloud ECM since 2008. What is new is that IDT recently began ramping up to handle what it feels will be a tipping point of cloud adoption in this market.

"We got started in the cloud a long time ago," said Paul Szemplinski, IDT's founder and CEO. "However, like many others tend to be when addressing emerging markets, we were a bit overeager. We expected people to jump to the cloud sooner than they did. ECM especially has been lagging behind, but we think the industry has finally gotten its act together and that is going to change.

"I feel very strongly about cloud ECM adoption in 2015. The market has finally settled down after some major M&A activity created uncertainty. This uncertainty caused some customers to move in other directions. They wanted to see how things worked out.

"Now, I think the landscape has settled down and there are a lot of good cloud offerings available—especially for the middle market from vendors like **Hyland**, **FileBound**, and others. We have facts and figures that support the ROI from the cloud, and we have a passion for selling it. Ultimately, customers will choose to deploy the software they want, and we are betting it will be in the cloud."

FUD slows adoption

Szemplinski blames two factors for the relatively slow adoption of cloud ECM: corporate IT and the ECM vendors themselves. "Business people just want a solution to their problems," he told *DIR*. "However, corporate IT doesn't always jive well with business users. IT wants to accomplish what they want to accomplish on their own timetables.

"The cloud requires a minimum of IT involvement and represents a way to get around those timetables. If you want a solution today vs. one in six months,

the cloud is the best way. Once IDT has the requirements for a customer in hand, we can have a capture system in place in 12 to 18 minutes. We don't care where users are located—they can be on the U.S. east coast, west coast, or even in Europe or Asia.

"It's literally a matter of minutes to install a cloud application, not even days or hours, not to mention weeks or quarters."

Szemplinski noted that the maturation of cloud software and the experience of IDT's integration team have enabled the integrator to work around challenges like application integration and corporate firewalls. "We also have the ability to do hybrid installations, which is something we have seen a lot of demand for lately, especially with larger customers," he said. "Our customers typically want their documents and data tied back into their line of business systems—which could be on-premise or in the cloud. We've developed some innovative methods of hopping information between on-premise and cloud applications."

Szemplinski said that despite all this, corporate IT will often draw a line in the sand and tell business leaders that if they want ECM, it has to be installed on-premise. "We had one customer fight that edict recently and tell his IT department, 'If you guys had a track record of meeting our needs, I'd be all about on-premise. But I can't believe you, so I'm going the cloud route.'

"It takes some strong political clout to pull that off, but I think you are going to see it more. The days of corporate IT dictating what business leaders can and cannot do are over. Business people are becoming more savvy and all software now has at least an element of cloud to it. Business people are weighting the pros and cons and making the best choices to satisfy their needs. If they adhere strictly to corporate IT policy, that might not always be the case."

Szemplinski noted that like corporate IT, ECM vendors have a history of fearing the cloud. "When the cloud model first started emerging, IDT recognized it as a gorilla that was going to change the way software was sold," he said. "From a vendor standpoint, we saw that the cloud could have a dramatic effect on cash flow and the ability to meet operating expenses, as well as how revenue is recognized. We foresaw it as a big time disruption in the market.

"But, because of its benefits to the end user, we started marketing the heck out of cloud ECM. We produced an ROI study that compared a capital expenditure vs. making that same purchase in the cloud, and are able to show the savings that can be achieved. We've had the financial message down, but it seemed to us that analysts and vendors in the ECM industry were slow to evangelize the cloud's value.

> **"The days of corporate IT dictating what business leaders can and cannot do are over."**
>
> **—Paul Szemplinski, IDT**

"I think ISVs also saw the potential disruption the cloud was going to cause and did not want to deal with it. It was the late 2000s and the economy was going down the drain. Now they were going to have to sell to their boards the advantages of taking $10,000 a year for 10 years for a cloud sale, vs. taking a $100,000 on-premise deal today. How was that going to fly?"

Structured to drive cloud sales

IDT forged ahead with its cloud strategy anyway. "For us to succeed, we realized that we had to neutralize the decision between cloud and on-premise sales for our salespeople," said Szemplinski. "We always position both options to our customers—but, we had to make the compensation for our salespeople equal for both types of deals. Or, if want we wanted to drive even more business to the cloud, we had to give them extra compensation for cloud sales.

"The onus of changing an organization's behavior falls on the management. If we have goals we want to achieve, it's our job to drive our compensation model so that it drives the behavior of our employees toward meeting those goals."

Szemplinski estimated that 40% of IDT's new business is currently coming from cloud sales. "By next year, I'd like to flip that to 60%, and if the industry starts catching up, I'd like to reach 80%. I like the idea of a business based on a consistent revenue stream," he said. "I'm sick and tired of one hit wonders and I don't think capital expenditures are going to increase any time soon due to improvements in the economy. The US GDP is stuck at a 2-3% growth rate. I think the cloud makes the most financial sense to many of the clients we sell to."

Leadership team in place

To help drive more cloud sales, IDT recently promoted Michael Nolfo to President and John Dobbins to EVP of Sales. "We wanted to make sure we have the right people in the right roles to take

IDT to the next level—by influencing our revenue toward the cloud, which is the way we want to grow," said Szemplinski. "In Mike's case, we wanted the right person at the top—someone who understands our cloud strategy and can make sure the company continues to execute on it.

"Mike is a seasoned veteran of IDT. [He started in 1999 as a sales rep and was most recently VP of sales and client development, focusing on growing business within IDT's customer base.] He knows the landscape of our customers and partner relationships. It's important that we align with ISVs that have a strategy similar to ours.

"From a sales standpoint, we are counting on John to drive all activities, including inside sales, business development, and external sales efforts. This includes aligning our trade show and marketing efforts with our revenue attainment goals in key areas like the cloud and professional services. We also need to make sure we meet the revenue goals our vendor partners have set. We needed the right guy in charge of all this, which is why we promoted John." [Dobbins had been serving as IDT's VP of sales since 2011. He spent several years with IDT previously to that as well.]

In addition to the promotions, Szemplinski said IDT is adding staff. When we spoke, IDT was actively looking for a new ECM practice lead. "This is someone that will be key in delivering the architectures for our solutions," he said. "They should be able to help our sales team design solutions properly and help our professional services team implement them. It's important for us to successfully bridge the gap from pre-sales efforts to delivery."

Szemplinski concluded that successful ECM delivery means owning a customer's business processes. "If we own processes, we are deep into a client, and we become a very important cog in their wheel," he said. "Simple storage and retrieval can be easily displaced. If you have intimate knowledge of how your customers make their money, if you are integrated at that level, you are hard to displace.

"Our goal for our technology stack is to marry the right components for managing business processes, with the ability to deliver them in the cloud. We think this creates differentiation. In three years, we'd like to be delivering about 90% of our new solutions in the cloud. Each year, the technology is getting better and customers are getting more comfortable with the cloud."

For more information: http://bit.ly/IDT-promotions

PDF Days Aim to Unlock Power of Format

Despite the fact that PDF viewers are installed on almost every computer—desktop and mobile, and despite the fact that it has been more than five years since **Adobe** gave up control of the PDF specification and the format was adopted as an ISO standard—Duff Johnson thinks the popular document format (no pun intended) is still underutilized.

Johnson, who has spent the majority of his career championing PDF technology, was recently named Executive Director of the **PDF Association**—an organization for which he had previously volunteered. As part of his new role, Johnson helped organize a pair of upcoming North American PDF Days aimed at educating PDF users, as well as ISVs and integrators, on the full potential of the file format. "These events are different from anything we've ever done before in North America," said Johnson. "Since the PDF Association's inception eight years ago, we have been very focused on promoting adoption of PDF technology primarily among the developer and ISV communities. Now we are taking the value proposition of PDF and presenting it to a wider community. Even though people are using PDFs every day, we don't think they pay enough attention to the technology."

Duff Johnson, Executive Director, PDF Association

Johnson said members of the ECM community, including ISVs, are more than welcome to attend the PDF Days. They are being in Washington, DC, on Wednesday, Dec. 10, and in New York City on Thursday, Dec. 11. Each event has more than 15 scheduled speakers and starts at 8 AM, running the length of a work day.

The Washington event will focus on government topics and features a speaker from **NARA** (the U.S. National Archives and Records Association) who will discuss his organization's recently issued revised guidance for federal agencies when handling documents. The New York event will focus on the legal and financial markets and feature a panel discuss on "the best possible electronic document format" that will include Harvey Spencer of **Harvey Spencer Associates**, Richard Medina, co-founder of **Doculabs**, and Mark Gross, president and CEO of **Data Conversion Laboratory**.

Cost to attend is $75 for D.C. and $100 for New York. Johnson is expecting 100-150 attendees at each venue, with 150 being the limit. "We had something we called a PDF Day in Seattle last year, but that was basically an adjunct to a technical event and we did it mainly because we had a free location," said Johnson. "We had no sponsors. The upcoming events are really a follow-on to a very successful PDF Day we held recently in Europe.

"For the US events, we have 15 sponsors and can accommodate more. Vendors are able to speak in a session at the end of the day called 'Four Minutes with a PDF Vendor,' but all the other sessions are designed to be educational and non-promotional. Even most of our vendor speakers aren't going to be sales and marketing people—they are going to be PDF gurus."

ECM Industry Remiss on PDF

We asked Johnson to specify some on the PDF functions that he sees as being underutilized. "First off, PDF has a digital signature model that is completely open and there is not a better model that I am aware of in the US. PDF also has standardized meta data and annotation capabilities that aren't utilized by most ECM vendors. PDF/A for archiving, as well as PDF/E for engineering drawings aren't used enough. And, most people don't realize you can embed multiple file types in a PDF and use it like a ZIP."

We had caught up with Johnson previously this year at the AIIM 2014 show where he was beside himself about ECM vendors' poor support of PDF. "I am shocked by the lack of interest in PDF by the ECM world," he told *DIR*. "ECM vendors tend to think about PDF the same way they think about TIFFs.

"I went to every ECM booth I could find [at AIIM] and asked the exhibitors if their software could ingest PDFs. 'Of course we can,' was their response. In fact, some said 80% of the documents being captured into their systems were PDFs. Then I asked, what do you do if the PDF already has notes on it? And everybody gave me a blank stare."

Johnson's issue is that PDF has a standardized way for handling annotations that is typically superseded by the proprietary annotations functionality included in ECM systems. "So, what if a business has a bunch of PDFs that have been marked up by the legal department and then they want to move those documents to an ECM system for archiving?" asked Johnson. "If those annotations don't show up in the ECM system, is that really serving the customer?

"PDF also has a standardized meta data format called XME. It's been there for years. If ECM vendors placed XME data in the PDF file, in addition to placing it in their own databases, it would make PDF files completely portable. Unfortunately, because of their history with TIFFs, most ECM vendors just treat PDFs like TIFFs—which they are not; they can be so much more."

The other side of the coin

As a follow-up to our AIIM conversation with Johnson, we talked to pair of ISVs that create viewers for ECM applications. In addition to PDFs, these viewers are utilized on a multitude of other file formats and include annotation capabilities. Regarding standardized PDF annotations, the viewer ISVs offered reasons why they are not typically managed within ECM systems.

"One major drawback of storing annotations within the file is that a new file must be created when each new annotation set is created—either replacing the original file or creating a new version that must be tracked within the system," said Rick Scanlan, director, sales engineering for **Accusoft**. "Also, keeping annotation data separate from the image file [like typical ECM systems do] allows for a single version of the file to be stored and provides a way to support multiple annotation sets for each user, track and audit annotation creation and deletion, and enables annotations to be transferred to other systems."

Simon Wieczner, president and CEO of **Snowbound Software**, said the feedback he receives from customers is that the capabilities inherent in PDF often do not meet users' ECM requirements. "Our experience has been that customers are not satisfied with the provided PDF capabilities and work with us or other vendors to get additional functionality," he told *DIR*. "For example, our customers have asked for permission levels that can be set based on different users, the ability to choose between annotation layers, for versioning of different layers of meta data and annotations, and the ability to have tracking data for logging and auditing who has modified the file. These are features that ECM systems with a front-end like ours can offer."

Scanlan added that being able to manage annotations for a variety of file formats is important in the ECM market. "Most of our customers need to store a variety of content types (Office, CAD, JPEG, etc.), and they need an approach to annotations that is not tied to a specific document type," he said. "They want one set of annotation tools that can be used for any document type."

It seems the ideal solution might be not ignoring

PDF annotations and meta data structures, but rather utilizing them as a supplement to ECM systems' proprietary annotation and meta data management. This would potentially provide users with the best of both worlds—their PDF files would maintain their annotation integrity and meta data, but users would also still have the flexibility and power of their ECM systems' annotation and meta data management.

Of course, this is the stuff Johnson would love to discuss at the upcoming PDF Days. "I think there is a tremendous opportunity for an ECM vendor that decides to ingest PDFs properly," Johnson told *DIR*. "If you treat PDFs like TIFFs, you are missing out on tons of capabilities that PDF has to offer. And if 80% of some users' files are being stored as PDFs today, I think it is time that ECM ISVs started realizing the potential of PDFs."

After the AIIM show, *DIR* also caught up with Thomas Schneck, president of ECM ISV **Docuware**, and we asked him about his company's PDF management strategy. "We are aware of the capabilities of PDF, and we are considering them even more in the future, compared to what we have done so far," he told *DIR*. "But, to really do that, depends mainly on the use cases, the need in the market, and the need by our customers.

"We already have some situations where we are enhancing customers' PDF documents with meta data. This includes support of ZUGFeRD—a German (and possibly future EU) PDF standard for electronic invoices. We support generating as well as reading the required PDF XML metadata. We also support the Spanish Signature standard, both the signature itself and also certain meta data defined by the standard."

For more information: http://bit.ly/PDFDays

ABBYY, FROM PAGE 1

ABBYY asked us not to publish any details of this demo (as the product has not been released yet), but we can say it is based on the linguistics understanding previewed at AIIM. "ABBYY is going through a transformation," said Peter Meechan, ABBYY USA's COO who joined just over a year ago. "ABBYY started out its history in capture but is now moving more toward information analysis and discovery. That move really started this year."

Where capture is going
That said, the keynote speakers seemed to think there might be a serious intersection between ABBYY's legacy and its future technologies.

"Historically, capture has often been referred to as an onramp for ECM," said Doyle. "Going forward I believe capture is going to be both an on-ramp and an off-ramp. It will manage both content creation and delivery. It will be an on-ramp for a multitude of content types but also orchestrate delivery of the right content to the right people, processes, systems, and even storage."

According to Doyle, the next generation of capture will be content agnostic, include crawling and mining—meaning it will explore and analyze large volumes of information; it will utilize contextual understanding to help with information governance, and it will include semantic analysis to give context to content.

Spencer's vision for Capture 2.0 calls for real-time recognition. "Capture input is going to become more mobile and things like SMS are going to be more important," he said. "And capture technology is going to be expected to make sense of information from multiple input types through technology like sentiment analysis. It will need to understand if someone is happy or they are complaining and their correspondence needs to be escalated."

Spencer showed a slide comparing the needs of the call center market with his views on what next-generation capture needs to have. "The call center people are looking at the same things we are," he said. "They are dealing with mixed media communications and need to make real-time decisions. That is going to be accomplished through real-time understanding, including inference at the point of impact. Technology like semantic understanding can drive this."

SDK continues to improve
Not all the talk at the conference was about next-generation technology. Andrey Isaev, director of technology products department, who is based out of ABBYY's Moscow headquarters, shared some of the improvements his team is making to ABBYY's market leading recognition toolkit. These include improved receipt recognition, expanded language support, and a revamped embedded SDK.

"The market is really boiling for receipt capture," said Isaev. "It breaks down into two areas: capture for loyalty management and for expense reports. We currently have 32 partners participating in our beta program for receipts, which is an extraordinarily high number. We are currently working actively to incorporate their feedback. The requirements are different than we originally envisioned, so we've had to adjust. We plan to release a public product next year."

Earlier this year, ABBYY opened a new office in Japan to better go after commercial accounts in that country. It is being headed by former **Nuance** executive Yo Ohara. "To be successful, we think we need to have better accuracy with our Japanese OCR," said Isaev. "Context is very important for recognizing characters that look very similar. We are currently improving our Japanese text models." (Next week, ABBYY is holding another Tech Summit in Tokyo that will feature many of the same speakers.)

ABBYY has also introduced Farsi OCR to complement the Arabic technology it released with FineReader 11 [*see DIR 11/1/13*].

ABBYY is also rewriting its Compact SDK that is utilized in embedded OCR applications, primarily for hardware devices like MFPs. "Years ago, the Compact SDK was branched off from the full engine," said Isaev. "It works really well, but because of the way it is optimized, it's hard to make improvements, like adding Arabic OCR for example."

ABBYY also has plans to continue to grow and improve its cloud and mobile SDKs. In addition to product improvement, ABBYY USA is putting on an increased marketing push. It recently hired long-time **Kofax** executive Bruce Orcutt as VP of product marketing and management. "I am here to create a pipeline, demand, and awareness that ABBYY has products that can solve critical business processes today," said Orcutt addressing the attendees. "We intend to be very visible going forward."

Added David Bayer who joined ABBYY USA in April as VP of product management and marketing for information governance, "Historically, ABBYY has not gone to market as aggressively as it could have," he said. "In 2015, however, we intend to ramp that up with a series of thought leadership campaigns involving our capture products as well as our newer technology."

Tang concluded by assuring ABBYY's customers and partners that the ISV is in business for the long haul. "This company has been building technology for 25 years," he said. "Something like the new technology we are working on takes 10-15 years to build. We have the advantage of being able to invest our profits from OCR into new development without having to take on financing.

"Sure, a move like an IPO is one of our options for the future, but it is certainly not our top priority. Our priority is to continue to focus on developing technology that will help our partners deliver better products."

For more information:
http://www.abbyytechnologysummit.com/

Despite an increasing push for electronic processes, of more than 400 people surveyed recently by **AIIM**, over 50% said that paper use in their offices was not declining. Over 20% said it was actually increasing. This is one of many interesitng results that can be found in the Paper Wars 2014 study that was released Thursday—on National Paper Free Day.

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